The DoorDash Data Analysis Project is a strategic initiative to harness the power of data analytics in enhancing the decision-making process across the food delivery platform's operations. Here is a detailed plan tailored to the DoorDash context:

**Business Purpose and Key Users:**

Purpose: The aim is to analyze DoorDash's rich datasets on customer orders, delivery operations, and partner interactions to identify opportunities for growth, optimize delivery routes and times, and improve overall customer satisfaction. Insights gleaned will inform strategies to better meet customer needs, improve engagement, and enhance the efficiency of delivery operations.

Key Users: The Business Strategy Team, responsible for long-term planning; the Marketing Department, tasked with campaign planning and execution; Sales Managers, overseeing the acquisition of new restaurant partners; and Operational Heads, in charge of the daily delivery logistics. Executives will use the insights for broader strategic initiatives and decisions.

**Identify the data sources you plan to use.**

**Customer Transactions**: Detailed order data from DoorDash's platform, including purchase amounts, order times, frequency, and preferences.

**Operational Data**: Information on delivery costs, time metrics, and efficiency of the delivery operations to find optimization opportunities.

**Feedback and Surveys**: Direct feedback from customers and restaurant partners to gather qualitative insights into the service quality and areas for improvement.

**Share a plan for linking the data files and anticipate what data you may need to transform.**

Linking Data: Utilizing unique identifiers such as Restaurant IDs to merge datasets, ensuring a cohesive and comprehensive data model within the BI tool.

Data Transformation Needs: Normalizing date formats and currency for consistency, categorizing unstructured feedback, and aggregating data points for overarching reports and dashboards.

**Consider the measures your team will need to create.**

we have created multiple measures in this project to reuse the measure whenever required to building the report. But we mainly focused on using these measures in the report which is given in the following way total Average Cost for Well-Reviewed, Average Minimum Order, Total Average Sales, Total Orders, Valid Ratings Count.

1)Average Cost for Well-Reviewed = CALCULATE(AVERAGE('Data Table'[Average\_Cost($)]),'Data Table'[Reviews] > 50)

2)Average Minimum Order = AVERAGE('Data Table'[Minimum\_Order($)])

3)Total Average Sales = SUM('Data Table'[Average\_Cost($)])

4)Total Delivery Time = SUM('Data Table'[Delivery\_Time\_in\_minutes])

5)Total Orders = COUNTROWS('Data Table')

6)Valid Ratings Count = COUNTROWS(FILTER('Data Table', 'Data Table'[Rating Validity] = "Valid Rating"))

**List the responsibilities of each team member.**

**As a group of 5 members we divided the work for each of the individual:**

1) Harshitha Nayana will clean the data so that it will be easy for us to transform and work with visual design and creating with Report.

2) Bhavana Samineni will apply DAX application and R Integration for visualizations.

3) Hemanth Ediga will prepare Visualization.

4) Nehitha Reddy Aramati will check the presentation at the end without a bad sight, Font Size.

5) Sai Charan Konanki will provide some key metrics and report summary.